

Rep Order# 6833667 Ver# 2 Status Returned Traffic Order# 104472
EC'd Yes

Printed: 07/20/2012 9:25 AM
Last Received: 07/18/2012 4:02 PM
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1428
Buyer Shira Levy
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
1010 WISCONSIN AVE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1428
Flight Dates 09/18/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE LINES 21-23. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-TH, SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/18-10/01	2	2	4	\$800.00	
	2	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	09/18-10/01	4	2	8	\$3,200.00	
	3	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$625.00	09/18-10/01	3	2	6	\$3,750.00	
	4	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	09/18-10/01	3	2	6	\$5,400.00	
	5	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	09/22-09/29	1	2	2	\$750.00	
	6	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/29	1	2	2	\$1,250.00	
	7	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/23-09/30	1	2	2	\$1,250.00	
	8	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	09/18-10/01	3	2	6	\$2,550.00	
	9	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	09/18-10/01	3	2	6	\$1,950.00	
	10	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	09/18-10/01	3	2	6	\$1,950.00	
	11	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-10/01	3	2	6	\$2,550.00	
	12	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/18-10/01	2	2	4	\$1,300.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/18-10/01	3	2	6	\$2,550.00	
	14	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	09/18-10/01	2	2	4	\$1,300.00	
	15	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	09/18-10/01	2	2	4	\$1,800.00	
	16	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	09/23-09/30	1	2	2	\$1,000.00	
	17	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	09/18-10/01	1	2	2	\$1,200.00	
	18	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	09/18-10/01	3	2	6	\$4,350.00	
	19	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	09/18-10/01	3	2	6	\$7,200.00	
	20	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	09/22-09/29	1	2	2	\$1,350.00	
	*21	TU-F,M	7P-730P	JEOPARDY	:30	\$1,000.00	09/18-09/24 09/25-10/01	3 2	1 1	3 2	\$5,000.00	
	Station Remark: V2 NOT NA - JEOP AIRS 630-7P											
	*22	TU-F,M	730P-8P	WHEEL OF FORTUNE	:30	\$1,000.00	09/18-10/01	2	2	4	\$4,000.00	
	Station Remark: V2 NOT NA - WHEEL AIRS 7-730P											
	*23	SA	7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	09/22-09/29	1	2	2	\$1,050.00	
	Station Remark: V2 NOT NA - JEOP/WHEEL 630-730P											
	24	M	8P-10P	THE VOICE	:30	\$4,000.00	09/24-10/01	1	2	2	\$8,000.00	
	25	SU	930P-10P	TBD	:30	\$1,200.00	09/23-09/30	1	2	2	\$2,400.00	
	26	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	09/23-09/30	1	2	2	\$2,400.00	
	27	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	09/18-10/01	1	2	2	\$2,400.00	

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 Buyer Shira Levy Flight Dates 09/18/2012 - 10/01/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

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	28	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/22-09/29	1	2	2	\$2,200.00	
	29	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	09/18-10/01	1	2	2	\$1,000.00	

---REPORT TOTALS---
 Report Totals: 113 / \$75,900.00

---SALES MONTHLY TOTALS---
 Sep 12: 102 / \$66,125.00 Oct 12: 11 / \$9,775.00
 Sales Totals: 113 / \$75,900.00
 Station Totals: 113 / \$75,900.00
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$244,839
 CATV 0% KBLR 0% KLAS 26% KSNV 31%
 KTNV 16% KTUD 1% KVCW 4% KVMY 4% KVVU 18%
 XXXX 0%

---COMPETITIVE COMMENTS---
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE